

**WHAT IS CLAIMED IS:**

1. An electronic camera for capturing of digital images, said camera comprising:
  - a communication device for wireless transmission of digital image files captured by said electronic camera to a recipient:
  - a selection device for creating an electronic content identifier to be associated with a digital image file in said camera, said camera having a cell modem for sending images up to a service provider, said content identifier identifying a recipient that said associated digital image file is to be forwarded.
2. An electronic camera according to claim 1 wherein said recipient comprises a service provider.
3. An electronic camera according to claim 2 wherein said service provider sends a confirmation message to said electronic camera that said transmission has been received.
4. An electronic camera according to claim 3 wherein said transmission includes information contained in said transmission.
5. An electronic camera according to claim 1 wherein said icon is automatically generated in response to analyzing said digital image file and determining that a predetermined image content is present.
6. An electronic camera according to claim 5 wherein said predetermined image content comprises face recognition of an individual.
7. An electronic camera for capturing of digital images, said camera comprising:
  - a communication device for wireless transmission of digital image files captured by said electronic camera to a recipient:

8. An electronic camera according to claim 7 wherein said instruction comprises an icon which identifies a specific instruction that is known to said recipient.

10. An electronic camera according to claim 9 wherein said instruction comprises the automatic forwarding of said digital image file or a representation of said digital image file to a third party.

12. An electronic camera according to claim 11 wherein said service provider sends a confirmation message to said electronic camera that said transmission has been received.

14. A system for transmitting digital image files captured by an electronic camera for capturing of digital images, said camera having a communication device for wireless transmission of digital image files captured by said electronic camera to a recipient;

said recipient having a computer software program for analyzing said digital image files for recognizing a pre-selected image content, upon recognizing said image content an electronic instruction is created with respect to further processing of said digital image by said recipient.

15. A system according to claim 14 wherein said digital image file is automatically transmitted to a third a party.

16. A method for managing image transmitted directly from an electronic camera to recipient, said electronic camera having a device for wireless transmission of a digital media file to said recipient, comprising the steps of:  
receiving a digital media file over a wireless transmission from said electronic camera, said digital medial file having a digital image file and an instruction with respect to said digital image file;  
implementing said instructions provided in said digital media file.

17. A method according to claim 16 wherein said instruction includes the step of:  
said recipient analyzing said digital image file for a predetermined image content identifier.

18. A method according to claim 17 wherein said content identifier identifies a third party to whom said digital image file or representation thereof is forwarded.